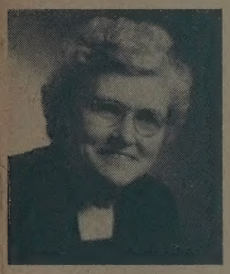
National Congress Bulletin

DECEMBER 1954 PUBLISHED BY THE NATIONAL CONGRESS OF PARENTS AND TEACHERS • CHICAGO 11 • VOL. 22, NO. 4

Dear P.T.A. President:



Mrs. Newton P. Leonard

I HAVE JUST read a Hungarian Christmas story. It tells about a shoemaker who has a family of nine children. On Christmas Eve, as he is returning from buying groceries, he sees luscious fruits, nuts and candies, gay baubles, and entrancing toys in the shops. He wonders if he shouldn't buy something for the children. But for all nine? That would be too expensive; he doesn't have the money. For one? No, that would make the others envious, and there would be quarreling. Then it occurs to him that he can give them something that they all can share and that will be more beautiful because they share it. Instead of buying a gift in a shop, he will teach them a Christmas song.

Of course this story made me think of our P.T.A.'s, as everything does. I remembered how, when I was a unit president, it was customary for every P.T.A. to give a "Christmas party" for the children of its school. The party, however, usually consisted of giving each child a little bag of Christmas candy and an apple or an orange. As time went on we realized that these gifts really meant very little to the children, even though they might make serious inroads on a small treasury. We saw too that they often duplicated the Christmas programs of other organizations—church, youth, and welfare groups.

☆ Such parties, I am glad to say, have today virtually disappeared. Now at the Christmas season our P.T.A.'s seek to give children a more meaningful and a more enduring gift—the gift of warm, generous human understanding, of caring deeply for other people. Of course we cannot *give* them warm and understanding hearts any more than the shoemaker could give his children the song. We have to help them learn and practice concern for others just as the little children in the story had to learn and practice the song before it was their own.

☆ Even in very young children we can kindle an admiring interest in the peoples of other lands by teaching them Christmas songs and stories and customs from all over the world. And through our Christmas activities we can draw children and youth into our caring for all the world's children. We can make contributions to UNICEF and the CARE Children's Book Fund. Children and youth can share joyfully in our plans, knowing that donations to these funds mean gifts of health, of education, even of life itself, to the children of other lands. As we build our children's friendly, generous concern for other people, we build a peace on earth.

Now, I have a direct question for you. What do *you* do with the *Bulletin?* Do you share it with your executive committee? With your members? Do you put it on your P.T.A.'s parent-teacher bookshelf? As I read over again the important legislation program in the October and November issues, I wonder how many members have read, studied, and discussed it. (If you need additional copies, you can get them free through your state office.) State laws and local ordinances affecting children are of immediate and direct concern to us. Has your council checked your local ordinances? Or if you are not within a council area, what is your unit doing?

Recently I attended the annual convention of the National League To Promote School Attendance. What earnest, sincere people our school attendance personnel are, and how aware they are of the impelling need for home-school understanding! Do you know these people in your community? Have you ever had one of them come to a local or council meeting and discuss with you the problems that lie back of truancy? We can learn much from them about the conditions in home, school, and community that keep children away from school.

☆ One report made at our 1954 national convention will interest you greatly. A school attendance worker said, "We find that we get excellent results when we form small groups of parents and talk over the articles in the *National Parent-Teacher*. As we discuss each article, parents who have been reluctant or unable to face their problems gain courage and are eager to talk about them."

Do you receive and read the *National Parent-Teacher* every month? Does your unit have several subscriptions for the use of committees and at least one subscription for the principal and teachers?

☆ Does your magazine chairman tell your members about the valuable services of the magazine? For example: Arthur E. Bestor, Jr., and Albert Lynd are the authors of two widely discussed, highly controversial books on the public schools. They presented their views—and were answered by educators Arthur F. Corey and John K. Norton—at a joint section meeting sponsored by the National Congress and the N.E.A. at the N.E.A.'s 1954 convention. People who couldn't be present at that spirited session needn't miss this stimulating, im-

(Continued on page 2)

© H. Armstrong Roberts

portant debate. The *National Parent-Teacher* has brought it to them in the October and November issues.

Speaking of conventions, shall I see you at ours next May in Chicago? I hope so. At that time we shall dedicate our beautiful headquarters building—our national P.T.A. home. It is your building, built through your efforts. Some members have asked if they can still give to the headquarters fund. Certainly they can. (There is a mortgage to be paid off.) Have you given your new members an opportunity to contribute? Why not plan to send a "Dedication Gift"—or better still, bring it with you to the dedication!

As you open your December meeting, will you give your members this message for me:

"All good wishes to every P.T.A. member for all the joys of this happy season and for a year rich in the satisfaction of being the parents, teachers, and friends of children and youth. I am confident that the concern of our organization for the world's children—wherever on this great globe they may live—creates good will among the peoples of the world and brightens the prospects for enduring peace. A joyous holiday to each and every one of you."

Loyally yours,

Lucille P. Leonard

MRS. NEWTON P. LEONARD, *President*
National Congress of Parents and Teachers

Founders Day Pamphlet

• 62,000 copies of *Founders Day 1955* were distributed free in October. One copy went to each P.T.A. president whose name was on file at the National Office. If you have not received your copy, contact your state congress office.

NATIONAL CONGRESS BULLETIN

Volume 22 DECEMBER 1954 Number 4

Published monthly from September through May, bimonthly June and July, at 700 North Rush Street, Chicago 11, Illinois, by the National Congress of Parents and Teachers. Subscription price: 30 cents a year. Entered as second-class matter September 27, 1946, at the post office at Chicago, Illinois, under the Act of March 3, 1879. Additional entry at Aurora, Illinois, December 21, 1939.

EDITORIAL STAFF OF THE NATIONAL CONGRESS OF PARENTS AND TEACHERS

Publications and National Parent-Teacher

Editor-in-Chief: Mrs. Eva H. Grant
Managing editor: Mary A. Ferre
Senior assistant editor: Mary Elinore Smith
Assistant editors: Josephine Costantino, Mrs. Vera Diekhoff, Margaret Reynolds.

Administration Projects

Assistant editor: Mrs. Cora G. Barron.

THROUGH OUR Fieldglass

Field Staff: Ellen Dell Bieler • Dema Kennedy
Through Our Fieldglass is prepared from material gathered by members of the field staff "on location."

Scripts on File

In rural Arkansas a resourceful team—district director and parent education chairman—has prepared three parent-teacher scripts for radio performances. Now local stations don't have to search far for suitable P. T. A. material; the district has supplied this useful file. Each script, based on the general topic "Building a Healthy Personality for Your Child," deals with children of a different age level. Often the programs are tape-recorded.

One morning recently, however, the tape did not arrive in time for the broadcast. The writers dashed to the station and put on a live show while the program director played the (real-life) role of baby-sitter!

Programs are presented in the daytime because the stations sign off at five o'clock. Listeners are quite enthusiastic—both in the studio and at home.

Workshop Aides

Council leaders from Dade County, Florida, served as resource persons for one week during a recent leadership program at the University of Miami. The program featured a series of workshops, at which the parent-teacher leaders answered questions and discussed school problems with teachers who attended. The university awarded course credit to students who completed the full three-week program.

A Manly Theme

"Let's Put the 'Pa' in P.T.A." is the year's theme of the Winslow Junior-Senior High School P.T.A. (Winslow, Arizona). The unit already has a substantial number of husband-and-wife teams serving on committees. Last October fathers took over the entire meeting, presenting a panel discussion on "Pa Views the Situation."

• This scene from the Arizona state fair at Phoenix shows (left) two students from the near-by reservation school inspecting an exhibit with Mrs. Bert Cross, vice-president, Central Region, Arizona Congress. (The exhibit, incidentally, was made entirely of candy.) At the right are Mrs. Ellen Dell Bieler, field worker, and Mrs. Hiller Johnson, past president of the Phoenix City Council, who manned the state congress booth.

• Already charting plans for our convention next May are these members of the Illinois state planning committees. They met with national vice-president Mrs. Herman Nordfors (fourth from the left in the front row), who is chairman of the National Congress convention management committee, on September 27 at national headquarters. Mrs. J. W. Heylmun, chairman of the Illinois general committee, is shown at Mrs. Nordfors' right. The scene of the convention will be, of course, Chicago.

Scholarship to Law Enforcement Officers

TWENTY scholarships are being offered by the Delinquency Control Institute of the University of Southern California to qualified law enforcement officers from anywhere in the United States or abroad. The scholarships allow full tuition for a twelve-week course dealing exclusively with problems in juvenile delinquency control and in the relationship between police and juveniles. According to the institute authorities, local departments usually pay an officer's regular salary while he is attending the course. Living and travel expenses are also provided by the departments or by civic groups.

The course is offered regularly each academic term. So far as the Children's Bureau can determine, no equivalent course is offered anywhere else in this country. Inquiries should be addressed to the Director,

Delinquency Control Institute,
University of Southern California,
Los Angeles 7, California

Headquarters Dedication Scheduled for May 1955

MAY 23–25 and the 1955 annual convention of the National Congress are but a few short months away. In Chicago, all work on the 59th assembly has long since shifted from the planning stage to active arrangements. Now is the time for the men and women of the P.T.A. to make their own arrangements to attend.

The forthcoming get-together will be one of the most important nation-wide gatherings that the P.T.A. has yet had. And since our membership now approaches the nine-million mark, this convention should also be our largest. You will not want to miss the Chicago convention because:

- The new national home of the P.T.A. will be officially dedicated in an impressive ceremony that you will want to witness and participate in.
- The speakers who will address the delegates are distinguished persons and outstanding authorities in their fields, with much to contribute toward our understanding of the problems we face and their solutions.
- Scheduled section meetings and workshops will provide valuable information and splendid opportunities to exchange ideas on parent-teacher projects and plans.
- The Windy City is an experienced and hospitable host with a knack for making visitors comfortable and with ample accommodations to house each visitor according to his taste and his budget, regardless of the size of the convention.
- The "Transportation Crossroads of the Nation" is convenient to reach, whether by air, rail, or highway.
- Chicago, because of its central location, is an ideal convention city; the over-all cost of reaching it from most parts of the country is lower than the fares to many other cities.
- The Great Lakes region is a vacation wonderland that you will want to explore with your entire family before or after the convention, if you plan your vacation to coincide with convention dates.
- Chicago is not only the second largest city in the land; it holds an unquestionable first place in many cultural and scientific endeavors. You and your family can return to your home enriched by the wealth of knowledge that is available to the interested visitor.

Don't miss this opportunity to attend a national convention. By attending, you can add an unforgettable experience to your store of precious memories.

MAGAZINE CLUBS

April 1, 1954—March 31, 1955

To encourage progress and to acknowledge achievements, P.T.A.'s will be offered membership in four *National Parent-Teacher* magazine clubs:

25-or-More Club	100-or-More Club
50-or-More Club	500 Honor Club

When a P.T.A. has forwarded enough subscriptions to qualify for a club, the magazine chairman may claim a Magazine Club certificate. To secure the certificate the person claiming it for the P.T.A. must notify the Magazine Office in Chicago, stating the *number* of subscriptions and the *dates* on which they were sent to Chicago. Certificates will not be given unless this information is submitted. Requests for certificates should be addressed

Certificate Department
National Parent-Teacher
700 North Rush Street
Chicago 11, Illinois

WHAT OUR CONGRESS PARENT-TEACHER GROUPS *Are Doing*

Exceptional Child Institute

MORE THAN five hundred P.T.A. members, school superintendents, principals, and teachers attended an all-day meeting on the exceptional child held in Chicago at the Spalding School last October. The choice of Spalding was especially significant, since this school has achieved world acclaim for its work with physically handicapped children. The metropolitan press recognized the importance of the institute by providing excellent publicity beforehand and sending reporters to cover the sessions.

The institute featured a symposium describing briefly but effectively the work of the Chicago school system in the field of special education. A tour of Spalding preceded lunch. Thousands of visitors from all over the world have observed its work with the handicapped, which started more than fifty years ago.

Students at Spalding entertained the audience after lunch. The charm of their performance possibly taught the audience faster than hours of words the remarkable achievements of the school's staff in fitting handicapped youngsters for normal, happy, useful lives.

The Chicago Region of the Illinois Congress is also interested in the problems of the gifted child, which sometimes seem neglected in discussions of special education. As a result of its study, the exceptional child committee of the Chicago Region, headed by Mrs. I. I. Feinglass, recommended that the action program of the region include a section on the gifted child. This urges "increased attention to gifted children, through the establishment of a bureau to stimulate interest and provide a resource for teachers and principals seeking advice on this subject." The region's action has focused public attention on this important aspect of special education.

• Handicapped students at Spalding School in Chicago presented a program of entertainment for P.T.A. delegates attending a recent institute on the exceptional child. Benjamin C. Willis, superintendent of schools, is shown with the cast.

Army Post P.T.A.'s

A VERY ACTIVE Congress P.T.A. flourishes in Giessen, the capital of Upper Hesse, Germany. It has 224 active members working for the welfare of 392 children of American military and civilian personnel who attend the American school at the Giessen Quartermaster Depot. Meetings are regularly attended by about 150 members.

This unique unit has a lieutenant colonel, Lawrence B. Curtis, as its president. Another lieutenant colonel is in charge of raising funds for the P.T.A., and still another leads the youth activities. The chairmen of athletics and programs are two captains; safety and membership chairmanships are held by two first lieutenants; and both the treasurer and secretary are master sergeants. Among the women elected to positions of responsibility are Mrs. Richard L. Roth, vice-president; Mrs. Eugene M. Johnson, in charge of refreshments; and Mrs. Fred J. Farrar, in charge of school lunches.

The students benefited from the work of the P.T.A. in the following ways: (1) They now enjoy hot lunches at a nominal cost throughout the school year. (2) Each of the 10 classrooms has a large wall clock. (3) The school has two large illuminated globes of the world for use in learning geography. (4) Forty instruments for a rhythm band are available for teaching basic rhythm to children from kindergarten to third grade. (5) The school library has $150 worth of new books. (6) Games and equipment ($150 worth) can be used for indoor play during recesses and lunch hours when the weather is inclement. (7) Interest in the arts and crafts is being fostered among the students by means of a contest each semester. (8) Last year, the P.T.A. organized a banquet for the boy's basketball team for winning the championship among schools in its own class in the Northern Area Command.

The members have benefited also. The principal and teachers have available a small, special working fund for the purchase of minor items necessary but not normally provided by the government. Parents and teachers enjoy a school-centered social life and share in child-centered interests and activities. They

(Continued on page 5)

© Roger F. Luce

hear and discuss talks by outstanding German educators. They have for their use a large bookstand maintained by the P.T.A. and stocked with up-to-date publications and periodicals of the National Congress. These are displayed and are also made available to members on a loan basis for home reading.

Indeed, everyone at the Giessen Quartermaster Depot has benefited from the remarkable work of the Giessen P.T.A.

© U.S. Army

• Mrs. Howard L. Smiley of Harrisburg, Pennsylvania, became the first P.T.A. member of the year in Heidelberg, Germany, when she enrolled for herself and her husband at the American School for U.S. dependents. Col. J. H. Kerkering, Heidelberg P.T.A. president, hands Mrs. Smiley her 1954-55 membership card as Mrs. Guy C. Hill (left) and Mrs. John Sutherland of the membership committee look on.

THE INSTITUTE ON MARRIAGE AND FAMILY LIFE, sponsored by the Melbourne (Florida) High School P.T.A. and repeated annually at the request of the student council, last year worked in the following way.

- **The school of social welfare,** Florida State University, provided a faculty member to conduct the week-long institute.
- **Juniors and seniors** of the school met with the faculty leader every week-day morning; the parents met with him the first three evenings of the week.
- **Teen-age reactions** were discussed at the first evening session and were traced to the early experiences that brought them about.
- **Types of family life** were shown on films on the second night, and the audience suggested topics for a panel discussion.
- **A well balanced panel** was chosen for the third night: the county juvenile judge, a lawyer, a minister, a doctor, a teacher, several parents, and two teen-agers.
- **Several public addresses** by the institute director centered the entire community's interest for a week on the importance of marriage and family life counseling.

TEACHING ATTRACTS INTERESTING PEOPLE, according to readers of the *Orem-Geneva Times* (Orem, Utah) who, during the past year, learned:

- **Through published photos** to recognize the faces of the teachers in the four community schools;
- **Through biographical sketches** to appreciate the education, training, and experience that contribute to the personalities of nearly 100 of the community's teacher-VIP's;
- **Through interviews** to respect teachers' views and suggestions on countless ways to improve many different phases of local school life.

NATIONAL HEADQUARTERS KEY RING

• Suited to Christmas giving is the new headquarters key ring, with a bronze medallion depicting the seal of the National Congress on one side and our new building on the other. Ten cents from the sale of each will go into the national headquarters fund. Order your key rings at 75 cents each from:

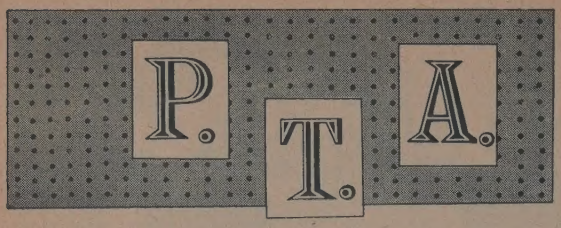
National Congress of Parents and Teachers
700 North Rush Street
Chicago 11, Illinois

Two Good Ideas for Xmas!

NATIONAL PARENT-TEACHER

• When making up your Christmas gift list, don't forget to include the *National Parent-Teacher*. It makes an ideal remembrance throughout the seasons for all who are interested in children and youth. The subscription rate in the United States and Possessions is only $1.25 for ten issues. Order it directly from

National Parent-Teacher
700 North Rush Street
Chicago 11, Illinois



BULLETIN BOARD

Brief Items of Current Interest

- **AN URGENT APPEAL for the donation** of used high school textbooks was made by the Detroit Council to members and friends for the use of students unable to purchase them.

- **AN OFFER to match the sum** raised by the Lewiston (Idaho) P.T.A. for the purchase of auditorium equipment was made by the Cache school board.

- **A SCHOLARSHIP FUND for special education,** set up last spring by the Denver County Council of P.T.A.'s, has already helped 44 teachers and supervisors to continue their studies of the exceptional child.

- **A TRAVELING MEMBERSHIP committee,** composed of two teams, succeeded in bringing into membership in the Arnegard P.T.A. (Rawson, N.D) not only parents and teachers but many other interested citizens.

- **NORTHEAST STATE COLLEGE, Monroe, La.,** endorsed a unit of study on parent-teacher education and sponsored a special P.T.A. conference on its campus last summer.

- **INADEQUATELY CLOTHED students** will benefit from the collection of outgrown or discarded clothing undertaken by the Oklahoma City Council of P.T.A.'s.

- **A WELL-STOCKED THRIFT SHOP,** handling used household articles and children's and adults' clothing, has been conducted for the past five years by the Punahou (Hawaii) P.T.A. to fill a community need.

- **THE "PAINTED PIG PARADE"** that opened the New Mexico convention was one of little pigs (banks) filled by unit members and brought to feed the big state pig that ultimately carried the total New Mexico gift to headquarters in Chicago.

- **THE BIRTHDAY CUSTOM** of school children in Cromwell, Conn., is for each pupil on his birthday to present a book (new or carefully used) to the school library.

- **QUEALY DOME, a Wyoming oil camp,** has a population of five families and eight children of school age; the P.T.A. has 17 members and the *National Parent-Teacher* five subscribers.

- **COLLEGE NIGHT at Easton (Pa.) High School** gave students and parents a chance to plan future studies with the help of 35 representatives from leading colleges of the home state and neighboring states.

- **A COURSE on parent-teacher organization** was offered at the West Virginia State College during a five-day summer institute.

- **THE CONNECTICUT CONGRESS takes pride** in its eleven new units, four of which have men presidents; one of the units has the delightful name of Tootin' Hills P.T.A., in Simsbury.

- **A BOOK-MENDING WORKSHOP** was organized as a special project of the Oklahoma City P.T.A.'s, many of whose members assist in the work of the school libraries.

- **FLYERS to announce the program** are mailed one week before meetings to P.T.A. members, parents, civic leaders, and professional people in Chester, Conn.; of 156 members about a hundred attend the meetings.

- **A YOUTH CANTEEN** where Littleton (Colo.) High School students can pleasantly and safely conduct their after-football-game post mortems is being organized by the P.T.A. with the hearty approval and support of other community groups.

- **ART SCHOLARSHIP CLASSES** for 67 teen-agers for six weeks are financed by Los Angeles 10th District at their art institute.

- **ROLLER SKATING in the town hall** of Garden City, S. D. (pop. 250) was arranged by the P.T.A.—proud owners of 80 pairs of skates and one music maker—and each age group, from toddlers to graybeards, has its own time on the skating schedule.

- **THE THIRD ANNUAL welcoming party for teachers**—complete with corsages, boutonnieres, a receiving line, 250 guests, refreshments, favors—was given by the three P.T.A.'s of the three schools of Cherryville, N. D., at the start of the school year.

- **JOHN TYLER P.T.A., Portsmouth, Va.,** reported 725 members of a potential 950 by the end of the first week of the school semester.

- **AUGUSTA CIRCLE P.T.A., Greenville, S. C.,** held its first fall meeting in an auditorium seating 500 persons; they had "standing room only" for many of those who attended.

- **HOME ROOM PARENTS** have been substituted for room mothers for the first time this year by the Fort Scott (Kansas) Central Junior High School P.T.A.

- **ORGANIZED IN 1921 as a force to combat vandalism** in the schools, the P.T.A.'s of Arkansas City, Kansas, now have a larger membership than any other group in the community.

- **A THIRTY-MEMBER school education committee** made a study of the East Clinton School, Huntsville, Ala.; it made known to the board of education the needs of the school, many of which were promptly taken care of.

- **MOTION PICTURE ADS in McAlester** (Okla.) newspapers incorporate the ratings given films by a special committee of the McAlester P.T.A. Council—a sincere effort to cooperate with the P.T.A.'s for the benefit of a whole community.

P.T.A. BULLETIN BOARD (continued)

- **P.T.A. CLEARINGHOUSE,** a weekly 15-minute radio program in St. Augustine, Fla., derives its broadcast material directly from the programs of the six P.T.A. units in the area.
- **A TEN-DAY WORKSHOP on parent-teacher education** was sponsored at Bluefield State College by the school, the West Virginia Congress of Colored Parents and Teachers, the state department of education, and the Mercer-McDowell Regional P.T.A. Council.
- **THE SUPERINTENDENT of the department of public instruction** in Bismarck, N. D., is also the unit president of one of the city's P.T.A.'s.
- **ONLY TWO HUNDRED TWENTY-TWO people** live in Fessenden, N. D., but every parent in town has been enrolled as a member of the local P.T.A.
- **STRATEGIC POSTS for effective liaison work** are held by Ruth A. Cordner, new president of the North Dakota Education Association and board member of the state congress of parents and teachers.

• Arts and crafts from six schools of Malheur County were exhibited at the county fair in Ontario, Oregon, in a booth sponsored by the Malheur County Council. In charge of the arrangements were (left) Mrs. Jake Borge, county art chairman, and (right) Mrs. Muriel McCutcheon, past chairman.

"The Role of County Superintendents"

THE COUNTY and Rural Area Superintendents held a two-day meeting in Washington, D. C., October 1–2 as a forerunner of the National Conference on Rural Education. Discussion centered around "A Look Ahead—The Role of the County Superintendents."

The main purpose of the intermediate (county) unit, the school administrators felt, is to assist local districts, and they pointed to the special services now being offered through the leadership of county superintendents. Teaching of a high quality is the goal, so that each child may receive an education that meets the standards expected by the parents.

It was pointed out that many local school districts are too small to provide all the school services needed for a well-rounded, enriched educational program. Therefore, where cooperative leadership exists, special services have been offered and guided by the administrator of the intermediate unit and controlled by the local district.

The services now being supplied by many intermediate administrative units with the cooperation and direction of the local districts include the use of specialists and special facilities in library, music, speech, health, guidance, and reading. In the field of the exceptional child, services are offered for the gifted as well as the retarded and the handicapped child. Since study shows there are 20 pupils per 1,000 who are mentally handicapped, and 18 pupils per 4,500 who are physically handicapped, the school districts welcome this cooperative program, which enables them to share in the specialists' experience and knowledge.

Many states have funds available for special services to help meet the needs of all the children. Some districts spend an extra $300 per pupil for handicapped service, while the state institutional cost may run as high as $1,500 per person. Through the school program, the handicapped student becomes a person who can live and work like other people.

Education in rural America has made great progress with increased special services during the past ten years. Every organization is, or becomes, what its leaders think and do about strengthening individuals to take their place as useful citizens.

During the tenth rural education conference which followed this two-day meeting, the teacher, the student, the school program, and the community were the four featured factors. Discussants showed how united efforts are securing for each child physical, mental, social, and spiritual advantages.

In a well-rounded educational program lies hope for the continued development of America's children, whether rural or urban.

—ROE M. WRIGHT

Holiday from Accidents

Can your community remain completely free of traffic accidents for twenty-four hours? That's the challenge posed all of us by the President's Action Committee for Traffic Safety. Wednesday, December 15, has been designated Safe-Driving Day, on which motorists and pedestrians are asked to demonstrate that traffic accidents can be eliminated by their own actions. Each group is urged to adhere to these safety principles:

1. **Observe the letter and spirit of all traffic regulations.**
2. **Be courteous to every driver and pedestrian; practice sportsmanship.**
3. **Give full attention to driving and walking.**

Mrs. Fred Knight, national chairman of Safety, strongly endorses the committee's plan. "Let's see how much support the P.T.A. can give to this project through cooperation with the S-D Day Directors all across the country." The success of this observance, she points out, will do much to promote safer driving and walking the year around.

For the name of your state S-D director, contact the governor's office. Your mayor or chief of police can give you similar information about the local director. This event will receive full-scale publicity in the press and on radio and television.

• *Mr. Wright, business manager of the National Congress, is former superintendent of the community unit schools of Crawford County, Illinois. He participated in the County and Rural Area Superintendents' meeting and in the National Conference on Rural Education as a member of the National Commission on the Intermediate Administrative Unit, Department of Rural Education, N.E.A.*

National Parent-Teacher

Magazine Day in Alabama

August 3, 1954

• Mrs. Dorsey Uptain (left), member of the **National Parent-Teacher** Magazine committee and Mrs. John Coffee, chairman of the parent education committee, East Clinton P.T.A., Huntsville, Alabama, make an advance sale of a subscription to Dr. L. A. Davis, a local dentist. This P.T.A. contacted each dentist and doctor, suggesting that the **National Parent-Teacher** be included on the list of magazines in their waiting rooms. This plan brought excellent results throughout the state.

NATIONAL PARENT-TEACHER Day in Alabama is anything but a private P.T.A. observance. Indeed it would be difficult to find a nook so remote or an area so sparsely populated that publicity concerning this event failed to penetrate. In many towns and cities, for example, the mayor issued an official proclamation of the observance, urging the public to support the *National Parent-Teacher* because it is dedicated to child welfare.

The Alabama Congress sets aside one day each year when special attention is focused on the *National Parent-Teacher* and what it does to promote the welfare and education of children and youth. This year, *National Parent-Teacher* Day was observed on August 3, at a time when most P.T.A.'s are least involved with other organizational activities.

Full Speed Ahead

Newspapers large and small gave significant advance publicity throughout the state. Banner headlines, feature articles, and pictures told about P.T.A. work in general and about the special parent-teacher service performed by the official P.T.A. magazine, stressing the fact that a subscription campaign would be the chief feature of *National Parent-Teacher* Day.

In many communities subscriptions were taken in advance from prominent citizens, and newspaper photographers were on hand to take their pictures. Published in local papers, these pictures helped to stimulate interest in the campaign.

Radio and television programs and spot announcements were also used to call attention to the event. For instance, in Montgomery, Alabama, the *National Parent-Teacher* was the topic of radio broadcasts from morning until evening on *National Parent-Teacher* Day, and six special radio interview programs were devoted entirely to promoting the P.T.A. magazine. A popular half-hour television program, also originating in Montgomery, centered its attention on the campaign during Magazine Day. The master of ceremonies, Ed Brown, led off by taking a subscription himself!

Guiding the Course

Ably supported by the state president, Mrs. D. D. Black, the state magazine chairman, Mrs. John M. Thorington, planned the campaign and sent instructions to council presidents, council magazine chairmen, local presidents, and local magazine chairmen. The instructions covered every phase of the forthcoming event, but the working out of details was left to the council and local groups. This encouraged local initiative and gave present and potential leaders an opportunity to gain additional experience in carrying on parent-teacher work.

Appropriate awards were offered for meeting various subscription quotas—all in keeping with the policies of the National Congress. Several factors contributed especially to the success of the undertaking:

- *Advance publicity*
- *Clear and simple instructions*
- *Last minute committee get-togethers on the evening of August 2nd*
- *A realistic, attainable goal of a minimum of ten subscriptions from each P.T.A.*

Destination Reached

The campaign made new friends for the Alabama Congress and brought many P.T.A. members into closer fellowship because they had an opportunity to participate in a very worthwhile and important parent-teacher project.

At the close of *National Parent-Teacher* Day Alabama's happy workers reported a record total of 5,013 subscriptions! This is the largest number of subscriptions secured in a day by any parent-teacher group in the country. Congratulations, Alabama!

National *Congress* Bulletin